

Dear Comissioners:

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is outrageous and a perfect illustration of your flawed decisions relaxing media ownership restrictions. As a marketing professor, I am torn between regret and outrage and hope that this incident may awaken you to the very real dangers of media consolidation and renew your commitment to real scrutiny of the public interest when making decisions about renewing media licences.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. Yet this company has a repeated record of questionable actions in its management of this common resource, not least of which is obstructing adoption of high definition standards which were the sole rationale for extending those free resources. Much more troubling, of course, are several politically motivated programming decisions. This latest is so far beyond the pale that you simply MUST take solid action to retain any shred of legitimacy with the public. Either you need to dramatically reverse recent media ownership decisions or impose a HUGE penalty on Sinclair and/or deny its license when it comes up for renewal. You cannot weater further cynicism about whose interest you serve.

Sincerely,  
Dr. Kathry Fitzgerald  
Professor of Marketing  
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